

**Scottsdale Cultural Council's Scottsdale Public Art Board (SPA Board) Monthly Meeting
Annex Conference Room, 2nd Floor, Mercado Verde Building, Suite 18
7373 E. Second Street Scottsdale, AZ 85251**

April 14, 2010

MINUTES

Members Present: Gail Bradley, Sam Campana, Andrea Forman, Bill Heckman, Audrey Horne, Chris Irish, Maria Marshall, Carol Nunzio, Scott Robertson, Susan Kay Schultz, Nora Trulsson, Ruben Valenzuela

Members Absent: Jerry Foster, Dick Hayslip, Darren Petrucci, Aleta Ringlero, Bret Sassenberg, Beryl Sherman, Joe Willie Smith

Staff Present: Anna Bierne, Margaret Bruning, Annie Gatz, Donna Isaac, Wendy Raisanen, Rasheda Smith, Valerie Vadala Homer, Kirstin Van Cleef, Jana Weldon

Guests: Bill Banchs (President & CEO, Scottsdale Cultural Council), Sonja Haller (Reporter AZ Republic), Rob Millar (Economic Vitality), Kelly Tope (Scottsdale Center for Visitors Bureau)

1. CALL TO ORDER

The meeting was called to order at 12:00pm.

2. REPORT FROM THE CHAIR

Vice Chair Bill Heckman announced he would lead the meeting in SPA Chair Audrey Horne's absence. Mr. Heckman reminded everyone of the SPA Board Retreat scheduled for April 28th from 12 p.m. to 6 p.m. at Cattle Track Arts Compound and Bell'e Art reception on May 6th at 6 p.m. On April 24th the City of Scottsdale will hold an Arbor Day event, Public Art will have an information table, and Staff asked Board members to volunteer: Board members Sam Campana and Scott Robertson accepted.

3. SCOTTSDALE PUBLIC ART BOARD MINUTES ACTION ITEM

The March minutes were accepted as presented.

Andrea Forman moved to approve the February minutes.

Scott Robertson seconded the motion.

Motion carried 12-0 with no abstentions.

4. MUNICIPAL ART COLLECTION ACTION ITEM

ACTION ITEMS

Consider a Motion to Accept Three Photographs into the Scottsdale Municipal/Portable Works Collection: *Fausto: The Son of Man*, *Fausto: The Handiman of the Canal*, and *Fausto: The Six Elements* all dated 2010

Collections and Exhibitions Manager Wendy Raisanen presented three photographs by photographer Marilyn Szabo, taken during artist Fausto Fernandez's installation of *Flowing Overlapping Gesture* in January 2010.

1. Artist: Marilyn Szabo
Title: *Fausto: The Son of Man*, 2010
Archival gelatin silver print

2. Title: *Fausto: The Handiman of the Canal*, 2010

Archival gelatin silver print

3. Title: *Fausto: The Six Elements*, 2010

Color print

Ms. Raisanen explained the process that Szabo used to create the effect of Fausto “walking on water.” The Acquisitions and Policies Panel had previously considered the acquisition and recommends that the Board accept the works into the Municipal/Portable Works Collection.

Scott Robertson moved to approve accession of the three photographs into the Scottsdale Municipal/Portable Works Collection: *Fausto: The Son of Man*, *Fausto: The Handiman of the Canal*, and *Fausto: The Six Elements*, all dated 2010.

Carol Nunzio seconded the motion.

Motion carried 12-0 with no abstentions.

5. REPORTS & DISCUSSION

5a. Preliminary Program and Project Plan Concept Overview

Director Valerie Vadala Homer began the overview by explaining the process staff undertakes each year to create a project, program, and event plan. The process requires that public art staff meet with the SCC Contract Administrator and many others in order to create a responsive and relevant annual plan. A summary of key steps follows:

- SCC contract stipulates that SPA Staff create workplan in conjunction with Contract Administrator in order to best serve city & community needs.
- Staff meets with city departments, city council members, community leaders, potential collaborators, and others throughout the year to modify current workplan as needed and develop workplan for the new fiscal year.
- Workplan is created in response to various city plans, needs, goals, and objectives-- as well as SPA Masterplan, and SCC Strategic Plan.
- Public information is gathered at various events (e.g. openings, public meetings, exhibitions) to build a program responsive to public needs and in order to serve a wide demographic.
- SPA Staff meets with City & Others:
 - Capital Projects Management (CIP Projects) Staff
 - Transportation
 - Advanced Planning & Current Planning
 - Public Works
 - Community Services
 - Parks & Recreation, Library Staff
 - Convention & Visitors Bureau
 - Special Initiatives Staff
 - Environmental Initiatives
 - Downtown Group
 - Economic Vitality
 - All Others needed to Assess Conservation/Restoration Needs
 - Existing & Potential New Partners
 - SCC/SCPA/SMoCA, Scottsdale Artists School, ASU, etc

Ms. Vadala Homer provided an overview of the projected/proposed workplan which includes:

- Up to 12 CIP Projects
- 5 ongoing AIPD
 - AIPD Compliance Audit and Code Enforcement
- Up to 17 Proposed Bond 2010 projects (contingent upon voter approval)
- Numerous Exhibitions & Educational Programs
- Need to return Conservation & Restoration funds
- Projects designed to support economic vitality
 - Projects to enliven Downtown
 - Events & Exhibitions McDowell Corridor
 - Expanded Waterfront programming
- Masterplan update

Ms. Vadala Homer mentioned that Staff has nearly accomplished every item stipulated in the 2004 Masterplan but that revision of the Art in Private Development Ordinance and mechanism for funding stability had yet to be determined. She noted that the new SCC/City Contract stipulates that the City will fund public art administration and conservation/restoration out of the General Fund as well as providing some additional project and program support.

Ms. Vadala Homer discussed how changes to the ordinances and SCC contract have impacted program funding. Under the original ordinance the percent allocations generated funds ranging from a low of \$717,808 in FY 2004 to a high of \$1,338,100. The average of funds received annually between 2004 – 2008 was: \$1,055,040.

Ms. Vadala Homer also summarized the key factors resulting in the decline in the AIPP fund balance over the past 3 years. Key factors include the SPA program's contribution to the Soleri Bridge and Plaza, \$1 million +; supplementing AIPP projects that are underfunded; and funding SPA admin and conservation/restoration in FY 2008—the transition year from the old to new ordinance, \$955, 102.

In prior years the AIPP fund was also held in an interest bearing account and the interest earnings helped to replenishing the fund. In 2008 the City no longer returned interest generated by the fund to support the SPA program. From FY 2006 – 2008: \$512,634 in interest was generated by the AIPP fund for a 3 year average of: \$170,878

About four years ago, the Scottsdale City Council appointed a Joint City/SCC Task Force comprised of three Cultural Council members and three City Council members who were charged with: revising the original Art in Public Places (AIPP) and Art in Public Development (AIPD) ordinances (adopted originally in the 1980s); identifying and defining a funding mechanism that would provide stable funding for the SPA program and projects; revising the Cultural Council contract with the City; ensuring that the City/Cultural Contract, the newly revised ordinances, and funding mechanisms were aligned; and addressing issues raised in the then recent public art audit.

At the time, the intention was to revise the ordinances and SCC contract concurrently. The plan was to modify both ordinances and align them with the contract. The strategy was to revise the AIPD ordinance to make it apply citywide, expand the number and type of projects required to meet the ordinance requirement, increase the incentives related to in-lieu of contributions to SPA (rather than building artworks on developers' sites) and to lower the overall cost to

individual developers but increase funds generated due to the geographic expansion of the ordinance. Expansion of the AIPD ordinance was planned to replace funds lost under the original ordinance model and generate funds sufficient to stabilize SPA funding.

After nearly two years, the taskforce completed a revision to the AIPP ordinance and a revision of the SCC /City Contract. The taskforce opted to move forward with adoption and approval of the AIPP Ordinance and the revised SCC/City Contract as both were complete and there was a desire to implement the new SCC contract in a timely manner. In addition, a lawsuit that could impact the AIPD ordinance was pending in Mesa and the City wanted to determine its outcome prior to moving forward with revisions to the AIPD Ordinance.

Though a draft of the AIPD ordinance and related goals and objectives were completed the ordinance has yet to be revised. With the delays and in the face of the declines in the economy, the plan for the AIPD ordinance to infuse, grow, and stabilize the fund no longer seems to be a viable strategy or mechanism. The SCC in talks with the City to determine the right time to reactivate the taskforce and/or identify alternative means to support the SPA program and its projects. Board member Chris Irish asked if the changes made to the ordinance by the joint task force were approved by City Council. Ms. Vadala Homer stated that the changes to the AIPP ordinance were approved by the council along with the new SCC/City contract but that the AIPD ordinance remains unchanged (in its original form).

Since 2004, SPA has been developing signature events which are in concert with the Cultural Council and City's strategic plans. Ms. Vadala Homer stated that topics generated in her presentation will be further addressed at the April 28th SPA Board Retreat, which will be led by Masterplanner Jerry Allen. Mr. Allen is one of the country's most experienced and respected public art professionals and has a great deal of expertise in helping public art programs transition from an infrastructure based model to a mature program model.

Ms. Vadala Homer summarized issues that factored in and influenced workplan development for FY 2001:

- Downtown short & long term solutions
 - Gallery district vacancies
 - McDowell Corridor needs
- Downtown PBD update (includes AIPD)
- Outcome of Bond Election
- General Plan Update thru 2011
- City Council Elections Fall 2010

Other issues for FY 2010-2011 taken into consideration are:

- City budget climate
- Few new CIP projects
- City revenue losses as ordinance revision process remains incomplete
- Further city revenue shortfalls predicted FY 11-12

Board member Sam Campana asked how much SPA will be funded by the City. Ms. Vadala Homer stated that the program will be funded 100% by the City, but the funding is still 17% less than FY 2009 (due to cuts made to support the overall decline in the SCC budget).

Considerations for future funding and program stability:

- Last FY budget cut 17%:
 - Greatest Impact to C/R resulted in 50% service cut

- All marketing \$ cut last fiscal year
 - Minimal marketing \$ charged to AIPP
 - Further reductions to AIPP Fund
- Changes and challenges in city budget result in expenses shifting to SPA (e.g. plan review, tech services)
- Greater demand to supplement city projects with AIPP funds
- Events & Outreach Program reduced
- Collection acquisition funds and community initiated project support funds cut
- Projects, programs deferred
- Staff travel reduced
- Staff workload increased and public services and programs cut
- Need for Development Officer?
 - To find sponsorship, contributions etc.

Discussion ensued about where the funding originated from in the City and changes to money coming from the General Fund. Board member Gail Bradley stated that in the past, the SPA operating budget came directly from the Cultural Council and AIPP funds were specifically used for solely for the art. Now with changes to the ordinance, Ms. Bradley stated that SPA is losing money to fund arts because more funds are needed to support administration. In short SPA has less money with much more to do and fund. Discussion ensued about the private money that was to be generated by the new AIPD ordinance. Board member Carol Nunzio asked about restoration funds—whose responsibility is to fund it and where does the money come from? Ms. Vadala Homer stated that through the new SCC/City Contract--it is the City's obligation to fund restoration.

Associate Director Margaret Bruning began the second part of the presentation stating that in spite of the economy and its challenges, staff is attempting to create a workplan that maintains Scottsdale Public Art as one of the most comprehensive and progressive programs in the country. SPA's success is largely a result of trust it has built overtime with the community—especially in creating diverse, flexible, and responsive programs and projects.

Ms. Bruning reviewed plan highlights:

FY 2010-2011 CIP:

- ASU Skysong—artist TBD
- Fire Station #1—Ilan Averbuch
- Thomas Road– Stacy Levy
- Water Technology Campus—Buster Simpson
- Scottsdale Rd Masterplan Implementation
- Scottsdale Road: Thompson Peak to Pinnacle Peak—Merge artist team

Art in Private Development projects include:

- New & Continuing
 - Scottsdale Quarter
 - Fashion Square
 - Solis- 68th St.
 - Silverstone
 - Orchid Tree
- Compliance/Code Enforcement
 - Galleria, Main St Plaza, Fashion Square

Along with other prospective City projects, Ms. Bruning presented prospective 2010 Bond highlights, pending inclusion in final bond and voter approval, the following projects could incorporate public art:

- Via Linda Senior Center expansion
- Desert Foothills Fire Station #13
- Police Jail Consolidation & Court Expansion
- Downtown Parking/Civic Center West Entry Improvements
- Scottsdale Center for the Performing Arts
- AZ Canal Bank Improvements
- Mustang Park and Ride
- Desert Discovery Center
- WestWorld Multi-Purpose Bldg

Board member Sam Campana asked if the Museum of the West had a percent for art requirement. Ms. Bruning stated that the museum is now in the fundraising stage and currently not listed as a bond project. SCC President Bill Banchs stated that there may be an announcement in the near future about funding support for the museum. Strategic Programs Manager of Economic Vitality Rob Millar stated that the City is still committed to their agreement to support the museum if the project is realized.

SPA's direct report to the Economic Vitality is a natural transition for the program, seen as mission critical and asset provider to the City. Unique experiences (artworks, events, projects) generate increased foot traffic, interest, and return visits. Potential new Public Art initiatives are responsive to EV and City goals as defined by:

- Downtown Plan Update Task Force
- McDowell Corridor Task Forces
- Economic Development Subcommittee
- General Plan Update
- Public Art Masterplan Update

Staff is looking at other public art programs that have "art in storefront" projects such as San Francisco, Portland, Indianapolis, and Houston. As the City evolves and changes, SPA will look at key areas of interest like the McDowell Corridor to determine how public art can support City efforts. The Task Force is considering what to do with vacant properties and how the entire corridor might change and best function for the city. The corridor presents a great opportunity to site a multi-media attraction event such as *Fuerza Bruta*. Staff is also considering intimate programming that can benefit the city at sites such as Stetson Plaza.

Staff is considering a national call or calls to artists in order to create a ready juried list of artists to develop proposals for artwork and events in and around the Scottsdale Waterfront.

Key dates and events for next year include:

- Soleri Dedication Oct 2010
- Winter Solstice Event Dec 21st
- Spring Solstice/
- Beautiful Light March 18-20, 2011

FY 2010-2011 will feature value-added partnership with groups such as:

- Scottsdale Artists School

- Convention and Visitors Bureau
- SMOCA, SCPA
- City Environmental Initiatives
- Historic Preservation Dept
- Civic Center temporary art
- Community grants/initiated art
- Library Exhibitions
- Hashknife Pony Express
- Cycle the Arts
- Arts Festival
- Bell'e Tower

Key planning projects for next year include:

- Preserve America Partnership for Cultural Heritage Tourism Marketing Plan and Pilot
- Marketing and Sponsorship
 - Soleri Bridge & Plaza
 - Beautiful Light
- State Centennial Projects
 - James Turrell valley-wide
 - Mapping the Desert partnerships

SPA's masterplan will be a major effort and will be approved by the City Council. The 6 to 9 month process includes:

- Groundwork FY 2009-10
 - Preliminary city staff interviews
 - Document review
 - SPA Board retreat
 - Final plan & schedule

The FY 2010-2011 masterplan process will include:

- Public input
- Think tank forum
- City planning staff involvement
- Planning Commission
- Development Review Board
- Public Art Board
- City Council final approval

Context of the masterplan includes:

- **Transitions in Programming & Funding**
 - 2010 -- City is at approx ¾ build out
 - City build out 2017-2025
 - City transition to infill & redevelopment

SPA's vision and strategies include funding:

- **Multi-faceted funding stability vision**
 - AIPP balance \$1.7 mill
 - Approx 2 more years
 - AIPD ordinance update
 - Funding strategies w/in City
 - Development & Sponsorships

Program responsiveness:

- Influences
 - Increased demand for active experiences
 - Tourism economic engine
 - Marketing/Outreach of Assets
- Future City Initiatives, e.g.:
 - Bell Road Corridor
 - WestWorld
 - Desert Discovery Center
 - McDowell Corridor
 - Downtown
 - Airpark/Sonorant Core

The Scottsdale Public Art program remains as active and busy as ever in spite of current fiscal restraints. Board member Scott Robertson stated that the presentation was brilliant, but until the money is available many projects and ideas will not be realized. Ms. Bradley offered her congratulations on the presentation and the ideas from Staff. Discussion ensued about budget and the availability of funds in coming years. Members discussed a desire to meet to discuss the possibility of fund raising for the program and identifying creative ideas to stabilize program funding.

5b. Emerging Artists Update: *Community Love*

In lieu of time, discussion was tabled for next Board meeting

5c. *OVERFLOW!* at Scottsdale Arts Festival Project Update

In lieu of time, discussion was tabled for next meeting

6. NEXT SPA BOARD MEETING: May 12, 2010

7. ADJOURNMENT OF MEETING

Vice Chair Bill Heckman adjourned the meeting at 1:15pm

Respectfully submitted, Rasheda Smith